

# Inside & Out

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COMPAQ NEWS

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## New Portables named to list of 1989 Products of the Year

Accolades have already begun to arrive for the COMPAQ LTE and LTE/286.

FORTUNE magazine named the LTE as one of its "Products of the Year," its ninth annual compilation of the "trendiest, hottest-selling and most innovative new products."

The size of the newest COMPAQ "notebook" PCs was one of many factors contributing to their inclusion on the list. This year's list was tilted heavily toward downsized products, including the Motorola Micro TAC cellular personal telephone, the Nintendo Game Boy video game machine, the Sony CCD-TR5

Handycam camcorder, and the Mazda Miata MX-5, as well as the LTEs.

This is not the first time a Compaq product has made the FORTUNE list. The COMPAQ DESKPRO 386 was named by the business magazine as one of the best new products of 1986 for its speed, power and performance.

Products that make up the FORTUNE list have to be trendy, innovative and fast-selling. Although the COMPAQ LTE and LTE/286 have hardly been on dealer shelves long enough to rank as "hot sellers," FORTUNE notes that "Compaq is having trouble keeping up with orders."

## Challenge team places third

After their first trip to the National Corporate Challenge Finals, the Compaq team brought home two trophies — one for winning third place overall and one for "Rookie Team of the Year."

The Compaq team qualified to compete in Las Vegas last month after winning third place in the Houston competition and gathering enough points to go to the finals as a "wildcard" team. Out of 18 competitions held on a local basis, only 22 teams were invited to the finals.

Texaco Houston won first place and Texaco New York placed second. Other participating teams included Philip Morris,

AT&T, Epson, Ralston Purina and MCI.

***"We beat teams that have been participating for years," says Tom Parsons, Challenge coach. "We had high expectations going in."***

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*continued on page 2*



*In the colorful Mediterranean city of Cannes, France, home of the world-famous Cannes Film Festival, the Compaq Europe, Middle East and Africa (EMA) subsidiary held its November product announcement event. For more information on this subsidiary, turn to International Focus, page 7. More photos of this event appear on page 8.*



*Wes Ho of the Compaq team goes up for the ball in the volleyball competition of the Challenge — The Ultimate Corporate Games finals in Las Vegas. Ho was awarded the "Most Valuable Volleyball Player" honor during the competition.*



# Compaq Challenge team places third in national competition

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The team began practice for the local event, which was held in October, in early July. "It takes a lot of commitment to stay with it that long. It's tough. Team members were very supportive of each other," Parsons says.

Team member Wes Ho brought home an individual award for "Most Valuable Volleyball Player." The volleyball team placed third.

Male Compaq Challenge team members include: Parsons, Manager, Spares Business Planning, Service Operations; Ted Fritsche, Systems Engineer II; Jim Thompson, ASIC Component Engineer; Mark Ruch, Mechanical Engineer, Design; Tom Cassidy, Systems Engineer; Mark Bolam, Systems Analyst, Information Management/Distribution Support; Ho, Functional Repair Operator, Manufacturing; Jeff Linn, Manager, Computer-

Aided Engineering User Support; Bob McManus, Technical Instructor; Bob Fusco, Component Engineer; and John Hirvela, Regulatory Engineer, EMC Services.

Female members include: Carla Havel, PCA Support Specialist; Lee Ann Brown, Accounting Analyst; Suzie Lusson, Manager, Fixed Assets, Corporate Accounting; Stephanie Parrish, Senior Secretary, Communications Services;

Chris Ward, Engineering Evaluation Planner; Noelia Rodriguez, QA Coordinator, SQE; Stacey Wert, Project Leader, Dealer Development; Gina Case, Program Administrator, Sales Ops.; and Robin Adams, Order Procurement Administration II, Service Order Administration.

Support team members were Phil Hall, Manager, Employee Services, ACE; and Herb Zieschang, Corporate Safety Technician and Medical Site Representative.



The 1989 Compaq Corporate Challenge team.

## This flight rated NL: No laptops allowed

Here's a new definition of frustration: Purchasing a nifty new COMPAQ LTE/286 personal computer to use on board a transatlantic flight, only to discover that the airline doesn't allow you to operate the handy PC while in flight.

Unfortunately, it's a scenario being played out more and more frequently on airlines around the world. Even though laptop computers have proven to be effective productivity tools for the traveling executive, they have also been proven to make airline security personnel nervous.

**Even though laptop computers have proven to be effective productivity tools for the traveling executive, they have also been proven to make airline security personnel nervous.**

Citing concerns that these tiny PC powerhouses might interfere with the airplanes' automatic navigational systems, many airlines have started to ban their use by passengers en route to their desti-

nations. And, in the battle against terrorism and smuggling, airlines have targeted these pint-sized PCs as potential hiding places for contraband, and are considering prohibiting passengers from carrying them onto the plane.

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TravelPlus, a travel agency in Houston, has surveyed the most frequently used airlines about restricting the carry-on of laptop computers and their use while in-flight. The information they provided on the chart is meant to serve as a guideline, as rules and regulations change frequently.

For more information about airline policies on laptop usage, contact Margie Mims, at TravelPlus, (713) 370-7800, or call the local reservations office of the airline you wish to take.

AIRLINE	CARRY ON?	OPERATE WHILE IN FLIGHT?
Air Canada	Yes	No
Air France	Yes	Depends on battery type
American	Yes	No
America West	Yes	No
Cathay Pacific	Yes	Yes, but need to let know ahead of time
Continental	Yes*	Yes
Delta	Yes	Yes
Japan Air	Yes	Yes
KLM	Yes	Yes
Lufthansa	Yes	Yes
Northwest	Yes	Yes, but it must operate under own power supply
PanAm	Yes	Yes
Piedmont	Yes	No
Qantas	Yes	Yes
Singapore	Yes	No
Southwest	Yes	No
Swissair	Yes	Yes
Thai	Yes	Yes
TWA	Yes	Yes
USAIR	Yes	No
United	Yes	Yes

\* Must open unit and prove it to be operational before bringing it on board.



## COMPAQ products win worldwide awards

The quality of Compaq products has brought recognition in nearly all the countries in which we do business. The following is a partial listing of the awards

that Compaq and Compaq products have been given by international publications and organizations.

COUNTRY	AWARD	PRODUCT
Australia	BRW/Touche Ross Business PC of the Year	DESKPRO 386/33
	PC World Class Awards Desktop Category Portable Category	DESKPRO 386s PORTABLE III
Germany (CE)	Computerwelt – Austria 1988 PC of the Year	DESKPRO 386s
	CHIP Magazine – West Germany 1988 PC of the Year	DESKPRO 386s PORTABLE III
	Die gute Industrieform Hannover Industry Design Award	SLT/286
	DOS International Magazine 1988 PC of the Year	DESKPRO 386/25
	Happy Computer Magazine Favorite PC, selected by readers (fourth place) (sixth place)	COMPAQ DESKPRO DESKPRO 386/20
New Zealand	Bits and Bytes Magazine Best laptop computer of 1989	LTE/286
	PC World Magazine 1989 Awards Portable/laptop category	SLT/286
Spain	Micros Technical Magazine Super Micros '89 Super Micros '89	DESKPRO 386/25 (Member of EISA group)
	Actualidad Economica "100 Best Ideas" "100 Best Salesmen"	SLT/286 Bruno Jeanroy
Sweden	Industrial Data Technique Magazine Portable Category General Category	LTE COMPAQ SYSTEMPRO
UK	PC User Reader Award Supplier of the Year PC Product of the Year Portable of the Year Hardware of the Year Laptop of the Year Desktop or Tower Computer of the Year	Compaq Computer Ltd. SLT/286 PORTABLE III SLT/286 SLT/286 DESKPRO 386/25
	Personal Computer Magazine Editor's Choice	SLT/286
	Rita Awards Microcomputer System of the Year	DESKPRO 386s
	Practical Computing Portable Highlight of the WHICH Show	SLT/286

## Information Management works toward improved quality

Compaq has always been dedicated to quality, and the Information Management Services Department in Houston is carrying this dedication one step further. IMS has become the first non-manufacturing department to implement the Total Quality Commitment (TQC) program.

Of the 285 employees in IMS, 160, the Computer Services and Communications Systems groups, have completed TQC training and have begun the program. The remaining employees will soon begin training.

The program — in which employees form teams to find solutions to problems — has been successful in manufacturing, and will soon spread through much of the company. According to Kenneth Kramm, Corporate Training, Human Resources is another department starting a TQC program. The Corporate Training

"Everyone has really embraced the program," he says. "It's exciting to see people charged up about work."

One problem has already been solved by a Message Center team. They were having trouble alerting employees to outside emergencies, such as a child being sick. Now, the team is putting together a list of alternate contact numbers for each Houston employee in case the person can't be reached.

***"We can improve our work processes and also make our work life more interesting and profitable."***

Krenek says such a program is important to any company's success. "Customer focus and focus on quality work are two important elements in doing business right now. For a company's long-term success, it has to make a move in these directions."

Core team member Ray Webb, Manager, Communications Support Services, says it makes sense for the Information Management Services Department to implement the program.

"We are a customer service organization," he says. "Our customers are Compaq employees. It would be real hard to satisfy the company's external customers if we couldn't satisfy the internal customers."

Employees interested in starting a TQC program in their departments should call Kramm at 955-3845 or Lee Murdy, Corporate Training, at 955-3868.

"It takes a commitment and a lot of time to get this started," Webb says. "But, it's worth it."

According to Krenek, TQC not only stands for Total Quality Commitment, it also stands for Teamwork, Quality and Commitment.

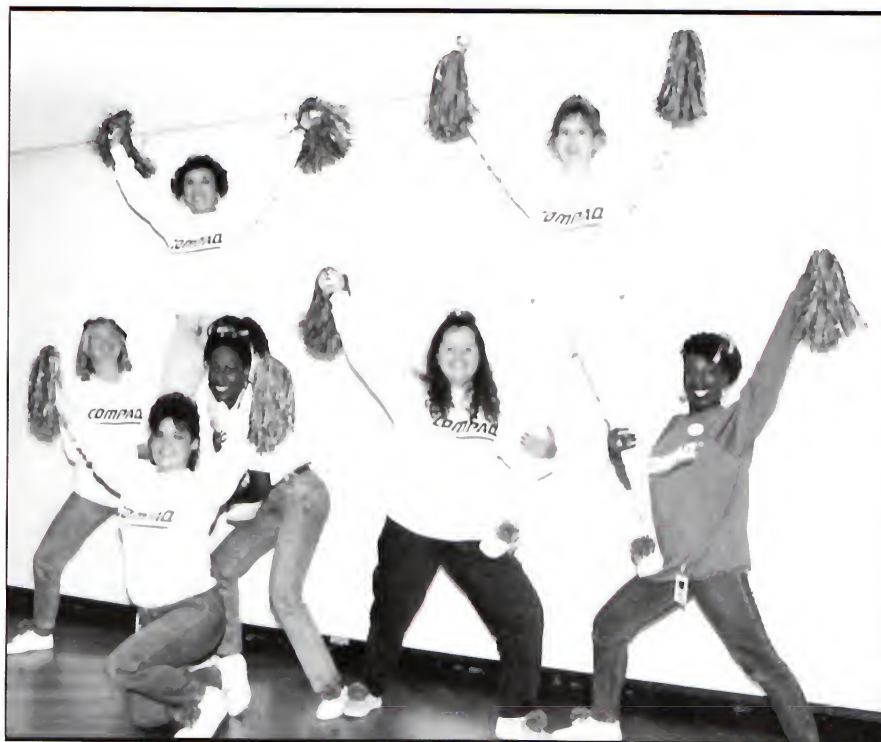
***"The whole idea behind the quality program is that two heads are better than one," Kramm explains.***

Department provides training for the core team (usually made up of managers) and group facilitators.

"The whole idea behind the quality program is that two heads are better than one," Kramm explains. "We can improve our work processes and also make our work life more interesting and profitable."

The 10 core team members of the Information Management Services program began TQC training in May. The rest of the first participating group concluded their training in November with a pep rally celebration.

According to Facilitator Bill Krenek, Manager, Computer Operations, the program has been successful.



Compaq IMS employees recently held a pep rally to add excitement to the new Total Quality Commitment program started in the department. Compaq cheerleaders included (standing from left) Carolyn Truett, Janice Stuard, Shelley McCoy, Mary Brown, (kneeling) Lisa Sandford, (on top) Shirley Stawsky and Marsha Harrison.



# Is there life after Compaq? Retirees head for happy trails



*Gordon Munson and his wife Peg prepare to dance off to their future together.*

When Clyde Dreher, Supervisor of Shipping, joined Compaq in November of 1984, the main campus consisted of CCAI, one garage and one-half of CCM1. "There were no paved roads except the one in front of CCAI," he recalls.

In May of 1983, when Vice President of Customer Service Gordon Munson was hired, the main campus was still a twinkle in the eyes of the company's planners. "There were just a few of us doing customer service at that time," he remembers. "Now there are about 240 in Customer Support alone."

These two gentlemen share more than memories of the company's early days. Now they share similar retirement dates.

In a company as young as Compaq, retirement has yet to become the norm. People don't usually join a brand-new company with imminent retirement in mind. So these two employees are among the few pioneering a new frontier — the unexplored world of life after Compaq.

Both Munson and Dreher look back with affection and pride on their years with Compaq. But both men feel that now is the appropriate time for them to retire.

"I'm leaving with mixed emotions," admits Munson. "I believe that the best decision I made in my whole life was when I came here, and I feel very fortunate to have been here the last six years."

"I can't think of a place that I've ever been treated better than I have here

at Compaq," agrees Dreher.

Munson is no stranger to large companies, having worked for IBM for many years before making the move to Houston and Compaq. But when he considered joining Compaq, it was the company's potential, not its size, that first impressed him.

"Compaq was exactly what I was looking for," he explains. "When I was

all sorts of sports, so I'd like to try to work with young kids in the Pittsburgh area," he explains.

Munson also hopes to divide his time between his family (five children and eight grandchildren) and volunteer projects. But first, he and his wife plan to travel. They've purchased a motor home and have mapped out a route that will take them to visit family and friends



*When long-time employee Chet Jassen retired in 1988, coworkers had a limousine and a motorcycle escort accompany him to his favorite local lunch spot.*

hired by Compaq, I had already accepted a job offer elsewhere. But I was looking for a new challenge and I felt that Compaq offered that challenge."

Dreher was hired by Compaq after having relocated to Houston from Pittsburgh, Penn., with Continental Can Co. When that company was sold, Dreher took early retirement and soon landed a job in the Compaq Traffic Department.

Dreher found challenge at Compaq as well. Three years ago, he recalls, he was asked to move from the Traffic Department to help organize the Shipping Department. He has been involved in building the team that ships parts out of Phase II of the Sommermeier facility.

"I have the best department in all of Compaq," boasts Dreher. "The majority of them are very young, and they've worked hard, long tedious hours. But I've never heard a complaint. I feel fortunate to have worked with such good, kind people."

Dreher will miss the team he has helped develop, but he's looking forward to working with another team — his family. "My wife and I raised 10 children, and nine of them still live in the Pittsburgh area, so I'm looking forward to moving back there to spoil my 13 grandchildren."

In addition, Dreher plans to put his team-building experience to use on a long-time hobby of his: coaching. "I've been certified as a referee and coach for

throughout the United States. "As much as my wife and I have moved over the years," he remarks, "there's still a lot of the country we haven't seen."

Munson and his wife plan to keep their home in the Houston area, and will probably keep in touch with many Compaq friends. And even though Dreher and his wife plan to relocate, he hopes to come back to visit occasionally. "I want to see the new building for my department that's planned for the Marshall Tract," he explains.

Munson and Dreher are not the first to retire from Compaq. In 1985, Ted Papajohn, famed for his "design on the pie shop place mat" that launched Compaq Computer Corporation, announced his retirement only to return soon afterwards. And, in 1988, Penny Austin and Chet Jassen retired.

In the mid-1980s, no one at Compaq could have predicted the company's incredible expansion and growth rate. Both Munson and Dreher are proud that they had a part in helping Compaq develop into the company it is today. And they are excited about the prospects that the new decade holds for the company.

"Compaq is still in its beginning stages, so it's an exciting place to be," notes Munson. But while he and Dreher wish their colleagues the best in the coming years, both men are also looking forward to making the transition to life after Compaq.

## Compaq first in three categories

Compaq dominated 28 other "name brands" from the personal computer industry in research conducted by a large northeastern systems integrator.

According to Touch Tech's findings, Compaq ranked first in brand quality among the 29 name brands, first in speed of solution, seventh in technical support and first in overall rating.

Brand names were evaluated on the basis of about 3,000 units under contract with Touch Tech. Number of failures per unit, time to repair failures, cost of failure repair, availability and cost of loaner support were factors considered.

Touch Tech also consulted with its technical staff and affiliated firms for their case input. That input covered product quality, manual usefulness and responsiveness in accomplishing service

solutions. Availability, attitude and decision-making authority of a manufacturer's tech support staff to answer questions and assist with problems also was considered.

No. 1 — and rated "excellent" in brand quality — Compaq ranked in front of No. 2 Hayes, No. 3 Intel and No. 4 Hercules. IBM ranked 12th among the 29 brand names.

Also No. 1 in speed of solution, Compaq ranked directly ahead of Maynard, Hercules and Seagate, with IBM placing 19th. Though judged "good" in Touch Tech's survey, Compaq ranked No. 7 in technical support. Maynard was No. 1 and IBM No. 25.

In overall ratings, Compaq placed No. 1 in front of Maynard, Hercules and Hayes. IBM was 19th.



# Employee wins Medal of Heroism

Upon reflection, he feels he was in danger, but when Kent Simon attempted to save three people's lives, he says he didn't give his safety a single thought.

Simon, a Compaq Materials Handler who works at the Sommermeier location in Houston, is a volunteer firefighter with nearby Cypress Creek Fire Department, Station 3.

He was awarded the department's Medal of Heroism in November after he tried to save a family from a burning house. Unfortunately, both the parents and their 10-month-old baby died in the fire.

"You take chances that you really shouldn't take, but sometimes you feel obligated," says the 23-year-old firefighter. "You feel helpless just standing there."

During the night-time October fire, Simon started a room by room search of the smoke- and flame-filled home after a neighbor screamed that a baby was in the house. He entered the home by crawling through a window because the front door was sealed by flames and the back entrance was boarded.

He found the baby boy huddled next to the father in the parents' bedroom. Simon carried the baby out first. "There wasn't a question as to who to take out. I'd always pick the baby," he

says. However, all three (the mother was found next to the water heater in a hallway) were killed by smoke inhalation. There was no smoke detector in the home to alert the family of danger.

"It was a pretty emotional deal. It all happened in slow motion, like when you're in a car accident," Simon recalls. "It's every firefighter's dream to save someone's life. It just didn't happen in my case."

He was awarded his medal and a plaque during a ceremony at a Houston country club. The award came as a surprise, he says. "I certainly didn't expect it."

Simon, who joined Compaq as a summer hire in 1987 and was hired full time in 1988, has been a volunteer firefighter for five years. A first lieutenant, he is his station's Communications Director and on the Board of Directors for the FM 1960 Area Emergency Communications Center — the dispatching center for several fire stations and an ambulance service.

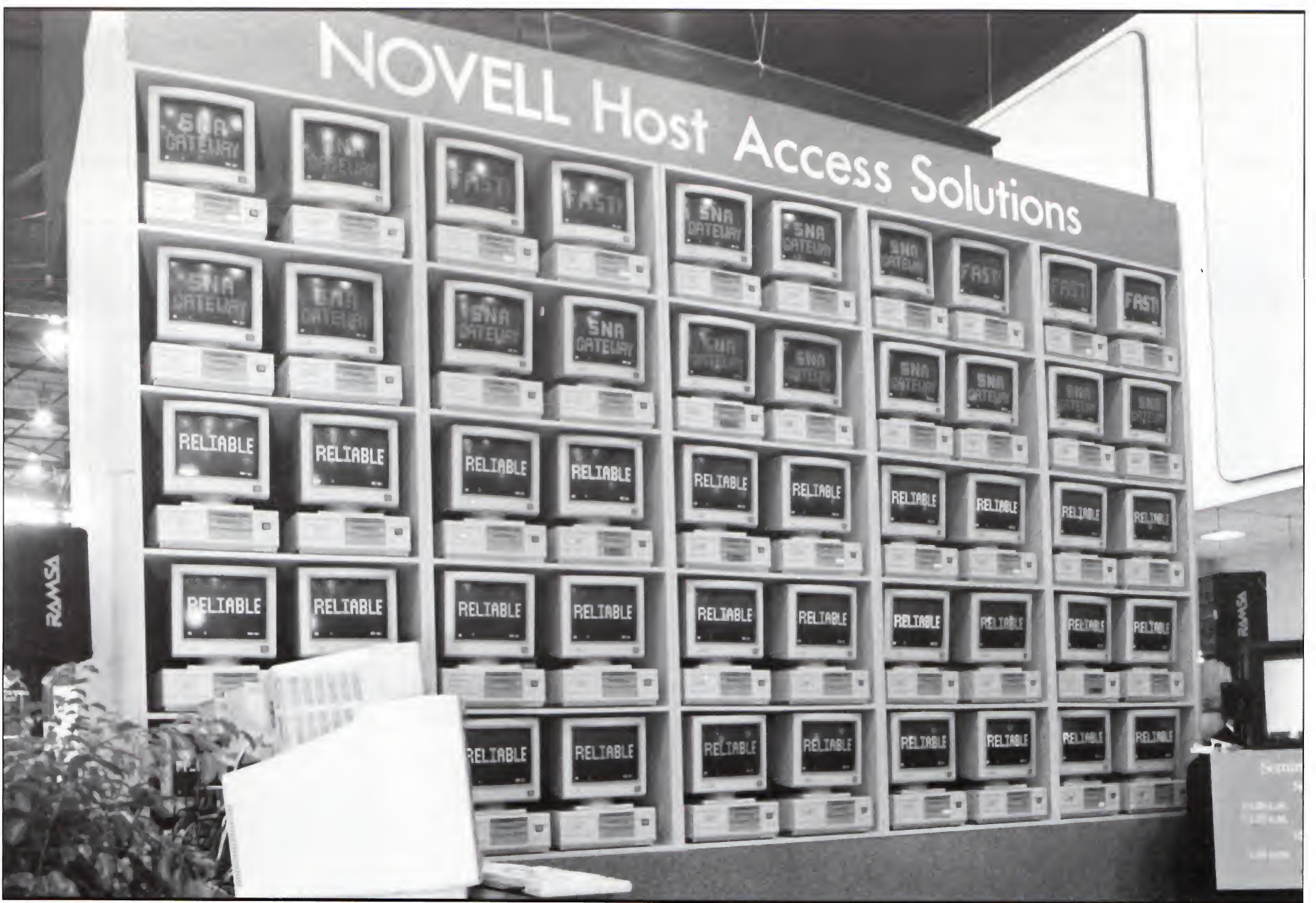
He lacks just three hours of training for a state certification. He says he will get certified, but is not interested in being a full-time firefighter because there aren't as many career opportunities in fire departments as there are in a company such as Compaq.



Kent Simon

His station, which serves the Compaq main campus area, answers about 26 calls for help a month. Simon goes on almost 75 percent of them. But, he says he doesn't mind the huge amount of time it takes to be a volunteer.

"It's fun and exciting. People you meet there become your family. Some people call it the 'Brotherhood,'" he says. Simon adds that he plans to be part of the Brotherhood as long as he is able.



Fifty personal computers from Compaq connected with NOVELL Ethernet boards were running demos at the recent Canadian Computer Show in Toronto's International Trade Centre. Don Woodley, President, Compaq Canada, Inc., was a featured speaker in an opening-day seminar. He spoke on the universal workstation of the 1990s. Compaq also presented a cake to the show's management to commemorate the show's 20th birthday.



# Compaq Scotland donates PC to hospital



Attending the presentation of the newly donated Compaq computer system were (from left), Dr. Tom McFadyen, Iain Grimmond and Colonel Ken Shepherd of Erskine Hospital; John Dolan, Managing Director of Compaq Computer's Scottish manufacturing subsidiary; and Grace McCluskey of the hospital, who is seated at the new computer.

Can Compaq personal computers heal the sick? Maybe not, but PCs can certainly help those who do care for people in pain.

At the Erskine Hospital for disabled ex-service men and women in Erskine, Scotland, such help arrived in the form of a brand-new COMPAQ DESKPRO 386/25 donated by neighboring Compaq Computer Manufacturing.

"We are delighted to be able to contribute in a tangible way to the support that this hospital gives to a particularly deserving section of the community," said John Dolan, Managing Director of Compaq Computer Manufacturing.

The Compaq manufacturing plant at Erskine is built on land purchased from the Erskine Hospital. The new computer is expected to operate as a 'file server' for a network of workstations planned to extend throughout the hospital. It joins a COMPAQ DESKPRO 286e that the Compaq subsidiary had previously donated to the hospital.

Iain Grimmond, Treasurer of Erskine Hospital, said the computer will also be used for word processing and payroll and accounts applications.

## DealerNet boost for Authorized Dealers

Software shipment Dec. 15 was the final Compaq step in implementing DealerNet, an electronic link with the headquarters of the company's Authorized Dealers.

When software for the new program is installed, DealerNet will allow channel

headquarters for all U.S. Authorized Dealers to communicate electronically with Compaq corporate as well as all regional offices.

DealerNet capabilities include two-way e-mail and retrieval of product order status information as well as provision

of an easy method for channels to give Compaq sales and inventory information.

DealerNet follows another electronic communication program, QuickFind, as an important part of the Compaq connection with the Authorized Dealer community.

"Response from the channels has been very positive," said DealerNet Program Manager Kevin Dooley. "They're excited about the many possible network applications. They see this as an effort by Compaq to make it easier to do business with us."

## GINGERBREAD VILLAGE



Computer Services employees in Houston got into the Christmas spirit by making a gingerbread village. The village was displayed in CCA1. Those participating included Mary Brown, Lisa Sandford, Elaine McCasland, Janice Stuard, Barbara Gerlach, Becky and Frankie Silva, Belinda Partida, Shirley Stausky, Ann Rivali, Becky Krennek, Susan Fronk, Theresa Lambert, Carolyn Truett, Marsha Harrison and Carolyn Rodriguez.



# FOCUS

## Selling Compaq PCs from the Arctic to the Arabian Desert

It's not easy to briefly describe the duties of a subsidiary that takes in two continents, dozens of languages, cultures and governments and the extremes of weather.

But employees of Compaq EMA (Europe, Middle East and Africa) call the world their home, as they support all sales offices and dealers in countries in their part of the world that don't have an established Compaq subsidiary.

EMA employees spend most of their time on planes — because their dealer network stretches from northern Europe through the Middle East and Africa.

Spending as much time as they do in so many different countries among such culturally diverse people, the people of EMA have learned to remain flexible at all times.

Major account events in desert tents are as much a part of the weekly routine of Industry Marketing's Johannes Foerner as are executive briefings in the wastelands of Finland. Among his other tasks, John Mason of Product Marketing has had to define specifications for Arabian and Hebrew keyboards. Steve Garside, Technical Support, claims that he can really "unleash the power" of Compaq products, since he is an expert on power outlets worldwide.

Alexandra Von Grass, Marketing Communications, makes purchase requests for new software that aids her in checking Greek and Arabic advertising copy, while Monique Bontemps learns something new about the little-known countries in Africa every week in her search for new markets.

### Major differences

Compaq employees worldwide know market research has made the company's products popular, but few marketing professionals have customers with such a variety of product requirements as do the employees in EMA. In the United

Arab Emirates, for example, customers demand that their portable PCs are shock- and sandstorm-resistant — ensuring safe transport on camelback. Saudi Arabian customers contacted the EMA staff to make sure the COMPAQ SLT/286 would withstand the heat of being left in a car trunk. These are not the problems encountered by end-users in Iceland.

Besides dealing with different product requirements, EMA staff members must also be sensitive to cultural diversity in the ways products are marketed.

Even advertising specialists were surprised to discover that advertisements published in Arab-speaking countries could not be printed "flush left," since people in these countries read from right to left. And many people were confused when a long-awaited cover story on Rod Canion in an Arab magazine ran on the "back page" — which was actually the cover page when read the other way around.

In the Middle East, the COMPAQ LTE ad showing the laptop balanced on a disembodied hand provoked some lively discussions. In some of these countries,



The technical team from all seven participating subsidiaries (Belgium, Spain, Norway, Denmark, Sweden, The Netherlands and EMA) pitched in to unpack the boxes and install the demo units at the recent announcement event held in Cannes.

### SUBSIDIARY PROFILE:

<b>Name:</b>	Europe, Middle East & Africa
<b>1989 Country Coverage:</b>	Norway, Denmark, Finland, Portugal, Greece, Turkey, Israel, Saudi Arabia, United Arab Emirates. About 30 countries in all.
<b>Established:</b>	1984
<b>Home Office:</b>	Arabellastrasse 30 D8000 Munchen 81 Munich, West Germany 011-49-89-926-970
<b>Number of Employees:</b>	22
<b>Number of Dealers:</b>	74

cutting off a hand is still considered just punishment for robbery.

### Ready, set, launch

Members of EMA are perhaps best known for coordinating all elements involved in launching a new Compaq subsidiary. Since 1984, the members of this team have helped form subsidiaries in The Netherlands and Italy (1986), Spain and Sweden (1987), Belgium (1988), and Norway and Denmark (1989).

Each successful subsidiary start-up provides EMA team members with greater experience in producing major Compaq events, and creates a special connection between them and the EMA subsidiaries and dealers.

Some members of the EMA staff compare their jobs with the process of raising a family. Like children, the subsidiaries grow quickly, become independent and are soon ready to be out on their own. Reunions are held only on special occasions.

One special event for which the entire EMA family reunited was the November EMA announcement event in Cannes, France, site of the world-famous Cannes Film Festival. Compaq teams from Belgium, Denmark, Sweden, Norway, Spain and The Netherlands joined their colleagues from EMA to coordinate an announcement and exhibition event for about 500 dealers and journalists from 37 countries.

To accommodate the attendees, four hotels were booked for the event. More than 800 square meters (8,610 square feet) of space was used to display the products. A formal banquet highlighted the announcement event.

Among the many challenges involved in staging such an event was the task of arranging for simultaneous translation in many languages — a problem rarely encountered at most major announcements. In addition, the famous French traffic held up the dry ice vendor until just minutes before the ending of the video that featured the new products appearing through the fog. Due to the efforts of the French police, the vendor was able to produce enough smoke to shroud the products — and half the audience.

Notwithstanding all the minor difficulties encountered during the event, participants from all over the world hailed the announcement as a success. Much of that success was due to the hard work of participants from many countries who helped coordinate the speeches, videos and slides for the stars of the show — the COMPAQ SYSTEMPRO and the COMPAQ DESKPRO 486/25. On page 8 are highlights of the event itself.



Major account events have been staged in all sorts of locations, including a tent in the middle of the desert.



# Compaq in Cannes



Above: Participants in the Cannes announcement event boarded a boat to take them to the conference center site. In the foreground is John Marlet, General Manager of Compaq Denmark. Right: Steve Harris, Manager EMA, spent time negotiating with a dealer from Nigeria. Above right: Members of the EMA team dubbed Cindy Eckerman of Houston the "Demo Area Queen." When traveling to Europe, she demonstrated true Compaq spirit by giving up her personal suitcase in order to take charge of one of the third-party boards.



Above: Many Middle East and African dealers work with the man in the middle, Pan Clappas, District Sales Manager, EMA. Above right: Monique Bontemps, Dealer Marketing and Market Research for EMA, researches the rhythm of the music with Francois Canat, Market Research Analyst for Marketing Headquarters. Right: Boarding the flight back to Munich are Uli Kottmann, Hermann Anzenberger, Hildegard Schweiger, Walter Schramm, Wilhelm Rieder and Monika Gruber from EMA.



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